



Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Crenshaw, AL

Top Tapestry Segments:		Demographic Summary		2008	2013
Rural Bypasses	41.9%	Population		13,865	13,993
Heartland Communities	26.5%	Households		5,828	5,944
Southern Satellites	17.1%	Families		4,017	4,056
Rooted Rural	11.1%	Median Age		41.0	42.8
Prairie Living	3.3%	Median Household Income		\$31,106	\$33,602

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	43	\$1,160.97	\$6,766,145
Men's	43	\$212.55	\$1,238,768
Women's	40	\$379.98	\$2,214,539
Children's	53	\$218.82	\$1,275,295
Footwear	37	\$180.72	\$1,053,218
Watches & Jewelry	48	\$108.09	\$629,957
Apparel Products and Services ¹	48	\$60.80	\$354,368
Computer			
Computers and Hardware for Home Use	49	\$103.10	\$600,871
Software and Accessories for Home Use	44	\$12.70	\$74,020
Entertainment & Recreation	59	\$2,190.17	\$12,764,282
Fees and Admissions	41	\$251.94	\$1,468,317
Membership Fees for Clubs ²	44	\$72.84	\$424,510
Fees for Participant Sports, excl. Trips	38	\$43.54	\$253,761
Admission to Movie/Theatre/Opera/Ballet	39	\$58.69	\$342,035
Admission to Sporting Events, excl. Trips	43	\$26.24	\$152,899
Fees for Recreational Lessons	39	\$50.30	\$293,123
Dating Services	58	\$0.34	\$1,989
TV/Video/Sound Equipment	55	\$790.53	\$4,607,211
Community Antenna or Cable TV	62	\$453.74	\$2,644,373
Televisions	46	\$134.76	\$785,392
VCRs, Video Cameras, and DVD Players	57	\$19.04	\$110,936
Video Cassettes and DVDs	55	\$36.04	\$210,043
Video Game Hardware and Software	53	\$19.14	\$111,573
Satellite Dishes	82	\$0.91	\$5,306
Rental of Video Cassettes and DVDs	54	\$27.58	\$160,752
Streaming/Downloaded Video	31	\$0.25	\$1,464
Sound Equipment ³	45	\$96.05	\$559,806
Rental and Repair of TV/Radio/Sound Equipment	52	\$3.01	\$17,566
Pets	71	\$315.87	\$1,840,909
Toys and Games	58	\$86.95	\$506,726
Recreational Vehicles and Fees ⁴	90	\$392.59	\$2,288,014
Sports/Recreation/Exercise Equipment ⁵	57	\$123.82	\$721,640
Photo Equipment and Supplies ⁶	57	\$72.89	\$424,791
Reading ⁷	54	\$155.57	\$906,674
Food	57	\$4,735.86	\$27,600,611
Food at Home	59	\$2,869.11	\$16,721,183
Bakery and Cereal Products	60	\$401.82	\$2,341,814
Meat, Poultry, Fish, and Eggs	60	\$732.28	\$4,267,734
Dairy Products	59	\$330.94	\$1,928,694
Fruit and Vegetables	54	\$443.62	\$2,585,429
Snacks and Other Food at Home ⁸	60	\$960.45	\$5,597,512
Food Away from Home	54	\$1,866.75	\$10,879,428
Alcoholic Beverages	45	\$268.39	\$1,564,189
Nonalcoholic Beverages at Home	63	\$277.27	\$1,615,914



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	31	\$315.87	\$1,840,916
Vehicle Loans	67	\$3,898.35	\$22,719,581
Health			
Nonprescription Drugs	73	\$83.23	\$485,038
Prescription Drugs	75	\$422.61	\$2,462,942
Eyeglasses and Contact Lenses	64	\$49.01	\$285,603
Home			
Mortgage Payment and Basics ⁹	47	\$4,291.59	\$25,011,394
Maintenance and Remodeling Services	47	\$963.97	\$5,618,029
Maintenance and Remodeling Materials ¹⁰	75	\$313.19	\$1,825,289
Utilities, Fuel, and Public Services	63	\$2,895.23	\$16,873,422
Household Furnishings and Equipment			
Household Textiles ¹¹	52	\$72.59	\$423,059
Furniture	44	\$289.15	\$1,685,179
Floor Coverings	48	\$46.62	\$271,699
Major Appliances ¹²	62	\$188.11	\$1,096,301
Housewares ¹³	49	\$46.69	\$272,087
Small Appliances	61	\$21.41	\$124,777
Luggage	39	\$3.92	\$22,834
Telephones and Accessories	45	\$19.65	\$114,547
Household Operations			
Child Care	41	\$169.51	\$987,907
Lawn and Garden ¹⁴	63	\$267.55	\$1,559,273
Moving/Storage/Freight Express	50	\$26.24	\$152,902
Housekeeping Supplies ¹⁵	61	\$469.76	\$2,737,763
Insurance			
Owners and Renters Insurance	66	\$324.44	\$1,890,834
Vehicle Insurance	60	\$833.67	\$4,858,641
Life/Other Insurance	64	\$368.80	\$2,149,343
Health Insurance	66	\$1,342.85	\$7,826,149
Personal Care Products ¹⁶	56	\$245.02	\$1,428,005
School Books and Supplies ¹⁷	49	\$57.81	\$336,927
Smoking Products	77	\$346.70	\$2,020,548
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	63	\$3,271.25	\$19,064,854
Gasoline and Motor Oil	68	\$1,723.32	\$10,043,505
Vehicle Maintenance and Repairs	58	\$574.71	\$3,349,411
Travel			
Airline Fares	40	\$164.96	\$961,412
Lodging on Trips	50	\$212.99	\$1,241,290
Auto/Truck/Van Rental on Trips	36	\$13.90	\$80,990
Food and Drink on Trips	51	\$237.97	\$1,386,873

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹¹**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

¹²**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁶**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

¹⁷**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.